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CloudEngage Weather Triggers: Sunny All Day With Strong Sales Predicted

Sep 22, 2015 | Press release

Weather-based marketing shown to dramatically increase consumer responsiveness, now available to retailers & auto dealers for their own websites; works with any CMS, no coding required

PORTLAND ORE — Sep 23, 2015— CloudEngage, the company powering the geo-responsive web, today announced the addition of weather triggers to its website dynamic content platform. Now in addition to precise geographical location, marketers can use local weather to make their web & mobile sites more relevant to each visitor with dynamic content swapping, push notifications and call-to-action overlays. Retailers, automotive dealers, and professional service providers using CloudEngage see web conversion increases of up to 14% by personalizing messaging based on each web viewer's location. With the addition of weather triggers, marketers can create messaging that's even more relevant, driving personalized purchase decisions and building local credibility as a brand that understands local needs. Applications include apparel, where a brand would set their web and mobile sites to actively promote rain gear in areas where rain is in the forecast, but anywhere that it's warm and sunny, the site would recommend swimwear instead. Other examples include auto & tire dealers highlighting snow tires vs. all weather, microbreweries promoting their cider when it's hot, travel bureaus promoting getaways, or an ice-cream chain promoting their hot teas & coffee during a cold snap. "Weather is the second biggest driver of consumer motivation after the state of the economy," says Tom Williams, VP of Sales & Marketing for CloudEngage. "CloudEngage makes it simple for your website to be responsive to those motivations so you're always promoting the right

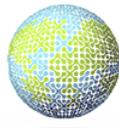
products while creating a sense of camaraderie with your customers as you react to the same same ups and downs in the weather." Weather triggers can be tied to a specific geo-fence and the date range can be set from current conditions up to a five day forecast. Using CloudEngage's intuitive UI, any campaign can be live in minutes on any website using any CMS with no coding or API integration required.

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Pricing and availability

CloudEngage Weather Triggers is included as part of the CloudEngage platform. Pricing for the entire platform starts under \$500 per month and is available now at cloudengage.com/act.

About CloudEngage

CloudEngage offers precise geo-fencing, weather triggers and content localization technology to improve web & mobile conversion rates with location-based dynamic content swapping, overlays & alerts, store locator and geo-aware push notifications. For more information, please visit cloudengage.com

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